

SECTION I:
FFY2017 GOALS AND OBJECTIVES

FFY 2017 WIC GOALS AND OBJECTIVES

VENDOR MANAGEMENT

GOAL 1: TO DETECT, CONTROL AND MINIMIZE IMPROPER VENDOR PRACTICES AND IMPROVE PROGRAM REVIEW.

OBJECTIVE 1.1

By September 30, 2017, continue to monitor and review the integrity of the food delivery and implement eWIC for all SD authorized retailers.

ACTIVITIES:

- 1) Monitor Vendor activities through monitor, education and compliance buy processes.
- 2) Have all SD Authorized retailers sign an addendum to 2015-2018 for eWIC EBT updates.
- 3) Transition from current check based benefit issuance to full implementation of EBT eWIC.
- 4) Monitor all retailers using the stand beside devices as the contractor provides and trains all retailers including the special purpose contract pharmacies.
- 5) Utilize all the information regarding the settlement and reconciliation for EBT
- 6) Review all the training information provided to retailers for implementation of EBT regarding but not limited to:
 - a. POS User Manual
 - b. POS Setup/Installation Guide
 - c. POS Tips Cards
 - d. Operations Manual
- 7) Within the Vendor Module of the SDWIC-IT system develop the APL list functionality.

NUTRITION SERVICES

GOAL 2: TO EXPAND AND IMPROVE THE QUALITY OF NUTRITION EDUCATION TO MEET THE SPECIFIC NUTRITIONAL NEEDS OF INDIVIDUAL PARTICIPANTS AND SPECIAL POPULATIONS.

OBJECTIVE 2.1

By September 2017, Enhance and monitor efforts to expand, promote and support breastfeeding.

Target Breastfeeding Rates:

Breastfeeding Initiation – 75%
Breastfed at 6 Months – 24%

Breastfed at 12 Months – 12%

ACTIVITIES:

- 1) Continue to monitor South Dakota's breastfeeding rates and compare to national targets and rates using the following sources: a) Healthy People 2020 Goals and Objectives; b) CDC Breastfeeding Report Card; c) PNSS and PedNSS data
- 2) Continue to provide education to clinic staff to increase competency of breastfeeding, encouragement of breastfeeding, and use of/referrals to the Breastfeeding peer counselor program, when appropriate, for all participants.
- 3) Continue to promote usage of a breastfeeding toolkit within hospitals and businesses to educate physicians and employers on the benefits of breastfeeding.
- 4) Continue to encourage use of breastfeeding support groups and post-partum phone calls to provide anticipatory guidance, realistic information, shared experience, and personalized support.
- 5) Continue to coordinate services with MCH, the Office of Chronic Disease Prevention and Health Promotion and the South Dakota Breastfeeding Coalition to increase awareness of breastfeeding benefits.
- 6) Continue to evaluate Growing Up Together and the Breastfeeding Peer Counseling Program in SD to increase breastfeeding initiation and duration.
- 7) Pilot the Online Breastfeeding Peer Counseling Program through wichealth.org in South Dakota.
- 8) Continue to monitor the number of infants and children receiving risk codes related to overweight and obesity.
- 9) Develop a new Pregnancy Nutrition Survey Surveillance (PNSS) report and Pediatric Nutrition Surveillance System (PEDNSS) for South Dakota using our new SDWIC-IT data system and working in conjunction with Michigan to analyze data.

OBJECTIVE 2.2

By September 30, 2017, strengthen the techniques used for delivery of nutrition education to increase show rates to 80% or better to meet the participant needs.

ACTIVITIES:

- 1) Implement mentoring program for Participant Centered Services (PCS) to improve effectiveness and appreciation of nutrition appointments and involve WIC participants as partners in WIC assessment and care plan development.
- 2) Promote WIC as a Nutrition Program to help increase the value of nutrition education appointments for participants by:
 - updating and providing ongoing nutrition counseling Para Professional Training to Nurse-Nutrition Educators, and
 - updating language used in policy and procedures to reflect nutrition education as the priority and a main benefit of the WIC program.
- 3) Provide guidance to nutrition staff for monitoring show rates in SDWIC-IT.
- 4) Promote the use of wichealth.org online nutrition counseling and group counseling in order to ensure dietitians are more available to counsel clients at greater risk.
- 5) Continue to consider various cultures within South Dakota including, but not limited to migrant farm workers and their families, Native Americans, and homeless persons in the development of education materials and counseling techniques.
- 6) Explore new options for nutrition education including, but not limited to, social media, tele-nutrition education, and Harvest of the Month.

OBJECTIVE 2.3

By September 30, 2017, continue coordination of services to improve overall health of WIC Participants.

ACTIVITIES:

- 1) Continue to coordinate tobacco prevention and cessation training and promotion with the DOH tobacco program and other programs in the Department
- 2) Continue to coordinate with the HealthySD Stakeholders and Food and Nutrition Coordinating Committee.
- 3) Coordination with SDSU Extension SNAP-Ed plan to offer some of our WIC clinics "Pick it Try it Like it" cards to give out and make available recipe demonstration videos.
- 4) Work with other Nutrition Assistance Programs to submit a grant application to assist in the development of strategies to improve coordination among USDA FNS Child Nutrition and other Nutrition Assistance Programs focusing on identified poor rural counties with low income with the expected result of improved participation rates.

OBJECTIVE 2.4

By September 30, 2017, enhance efforts and assure provision of information and referral procedures for alcohol, drugs and other harmful substances to the clinics.

ACTIVITIES:

- 1) Decrease from 66.4% in 2015 to 65% the number of women enrolled in WIC who smoked while pregnant, and 7.5% in 2015 to 7% the number of children who live in households where someone smokes.
- 2) Provide staff with updated training and materials on substance abuse and referral information.
- 3) Provide materials specific to use of Opioids and Heroin.

MANAGEMENT INFORMATION SERVICES

GOAL 3: TO ENSURE APPROPRIATE MANAGEMENT INFORMATION SYSTEMS ARE IN PLACE FOR COLLECTION AND REPORTING OF DATA AND PROGRAM OPERATIONS TO SATISFY FEDERAL REPORTING REQUIREMENTS, TO IMPROVE THE ADMINISTRATION OF THE PROGRAM AT BOTH THE STATE AND LOCAL LEVEL AND TO INCREASE THE OPERATIONAL EFFICIENCY OF THE PROGRAM.

OBJECTIVE 3.1

By September 30, 2017, continue the maintenance and operations phase of the SDWIC-IT system of the current contractual agreement with Three Sigma Software, Inc.

ACTIVITIES:

- 1) Continue to provide training to all current users of SDWIC-IT thru monthly all staff calls and updates and changes via State Numbered Memorandums.
- 2) Continue to provide orientation and training to all new employees. The training is held in Pierre in a DOH owned facility. The training is hands on in the SDWIC-IT application and includes policy and procedure sessions.
- 3) Continue maintenance to the system as needed to fix bugs and improve and update the system based on new federal regulations and state identified enhancements.
- 4) Make changes to the existing modules of SDWIC-IT to implement eWIC benefits.
 - a. Food Module: Update the Food Item Page
Update the Cat/Sub Cat Page
Update the UPC
 - b. Clinic Module: Modify the module code for interface with EBT
Add screens as read only to the food rx screen
Develop batch files
Add EOD Code for batch information transfer
 - c. Finance Module: Update the food forecast module
Update the rebate code

GOAL 4: MOVE TOWARD A MORE CONFIDENTIAL AND EFFICIENT MEANS FOR THE DELIVERY OF SUPPLEMENTAL FOODS

OBJECTIVE 4.1

By September 30 2017 complete the implementation process of an online EBT system.

ACTIVITIES:

- 1) Establish and maintain the eWIC card inventory at the State and Clinic Level.
- 2) Develop State Policy and Procedure regarding replacement and benefit transfer of eWIC cards.
- 3) Provide training for implementation of eWIC to all clinic staff.
 - a. Updates to the food prescription screen to allow for the benefits to be established at the client level, and the benefits loaded to the eWIC card as aggregated to the family level.
- 4) Establish and train all clients on procedure for reporting of lost stolen or damaged cards, benefit balance transformation, benefit expiration by utilizing an 888 call number (IVR) and access to www.ebtEdge for card information, both available 24 hours 7 days a week.
- 5) Procure and install Card Readers and Pin Pads in each clinic.
- 6) Provide training brochure to all SD WIC families.
- 7) Generate the APL File
 - a. Use the NUPC database and SDWIC-IT upc database to maintain APL
 - b. Develop and maintain the category and subcategory information for all foods
- 8) Establish and utilize connection with WIC Direct services for data exchange.
- 9) Update and maintain the SDWIC-IT MIS System (please see updates under Goal 3).
- 10) Pilot the eWIC Project in Region 6 during the months of March, April and May of 2017.
- 11) Fully implement the South Dakota eWIC Project.

STAFFING AND ORGANIZATION

GOAL 5: TO ASSURE A FUNCTIONAL ORGANIZATION AND ADEQUATE RESOURCES TO CARRYOUT PROGRAM OPERATIONS AND DELIVER SERVICES TO THE WIC POPULATION.

OBJECTIVE 5.1

By September 30, 2017, continue to review the current make-up of WIC within the Office of Child and Family Services and how services are delivered through the clinics with special focus Nutrition Services.

ACTIVITIES:

- 1) Continue to review staffing ratio information in conjunction with new SDWIC-IT system.
- 2) Continue to coordinate with the Regional Managers and Office Administrator to meet multiple programs needs to deliver WIC services and meet staffing standards with involvement of nutrition staff in all aspects of WIC.
- 3) Continue to review clinic caseload information and time spent providing services to participants for most efficient delivery system within the new SDWIC-IT environment.
- 4) Utilize the new staffing ratio system based on appointment times to determine appropriate staffing needs to cover WIC services.

STATE OFFICE AND CLINIC STAFF TRAINING

GOAL 6: TO ENSURE COMPREHENSIVE TRAINING AVAILABILITY FOR ALL STAFF ASSOCIATED WITH THE DELIVERY OF WIC SERVICES.

OBJECTIVE 6.1

By September 30, 2017, provide WIC Program policy updates & required training to clinic staff.

ACTIVITIES:

- 1) All staff will complete annual Breastfeeding Training.
- 2) Continue annual Civil Rights training for all staff and evaluate staff understanding and adherence of Civil Rights policies in conjunction with Management Evaluations.
- 3) Continue to utilize Management Evaluation Findings Summary to determine training needs.
- 4) Complete annual needs assessment.
- 5) Document training provided on a quarterly basis.

NUTRITION SERVICES AND ADMINISTRATION EXPENDITURES

GOAL 7: TO MAINTAIN INTEGRITY IN MANAGEMENT OF ADMINISTRATION AND NUTRITION SERVICES FUNDS AND ALLOCATION OF WIC RESOURCES.

OBJECTIVE 7.1

By September 30, 2017, continue to assure that the method of allocation of WIC resources are in compliance with federal reporting and applicable to principles of cost allocations.

ACTIVITIES:

- 1) Continue to monitor and assure appropriate costs are charged to the WIC grant and that program costs are fairly shared in integrated systems.
- 2) Continue to review and monitor clinic operations, staffing and appropriate management practices through review of time study information, operations, staffing, and management practices.
- 3) Continue to monitor county and alliance contracts to assure resources are still needed and expenditures are allocated appropriately.

FOOD FUNDS MANAGEMENT

GOAL 8: TO MAINTAIN INTEGRITY OF MANAGEMENT OF FOOD FUNDS WITHIN BUDGET ALLOTMENTS AND TO ENHANCE QUALITY ASSURANCE AND COMPLIANCE OF POLICIES IN THE FOOD DELIVERY COMPONENT THROUGH PROPER ADMINISTRATION OVERSIGHT AND EDUCATION TO STAFF AND PARTICIPANTS AND RETAILERS.

OBJECTIVE 8.1

By September 30, 2017, monitor food packages costs for use in the selection of acceptable foods and food funds management.

ACTIVITIES:

- 1) Continue to track specified food costs and expenditures through vendor food price entries, cost per participant, projections, etc. in determining caseload management with food funds to allow for food package management and changes as necessary.
- 2) Continue to gather data for more accurate review and analysis of cost and availability of WIC acceptable foods using system output reports and retailer surveys.
- 3) Continue to analyze price lists against peer group averages and notify retailers of foods that exceed maximums.
- 4) Monitor food inflation on a monthly basis.
- 5) Develop the NTE calculation routine at the sub-cat level.
- 6) Monitor financial processes to ensure cost containment and peer grouping are maintained according to federal regulations.

CASELOAD MANAGEMENT

GOAL 9: TO ENSURE PROGRAM BENEFITS ARE PROVIDED TO ELIGIBLE PERSONS.

OBJECTIVE 9.2

By September 30, 2017, enhance outreach in an attempt to reach all eligible participants, with the main focus on pregnant women early in their pregnancy.

ACTIVITIES:

- 1) Continue to market WIC on the Clinic level, utilizing the SDWIC-IT NEMP Needs Assessment report developed annually for the Nutrition Education and Marketing Plans. Meet the following statewide marketing goals:
 - Increase from 16% in 2015 to 20% (less than 8 weeks) or 29.5% to 31% (between 8 and 20 weeks) of pregnant women receive WIC services early in their pregnancy.
 - Strive to meet 75% of the potential eligible in each county
 - Increase the total statewide caseload by 12%
 - Address Participant Survey concerns
- 2) Implement findings from focus groups to improve child retention rates.
- 3) Continue to implement child retention media campaign with particular focus on social media and retention of infants turning to children.
- 4) Participate in the National WIC Association Social Media Campaign for Child Retention and increase program participation.
- 5) Continue to target pediatrician offices and medical clinics to promote WIC program services and highlight benefits.
- 6) Continue to utilize press releases quarterly to market the WIC Program
 - reaching out to pregnant women
 - targeting dads of WIC eligible children
 - announcing new income guidelines
 - reaching out to ranching and farming families informing them U.S. Department of Agriculture funds the WIC Program
- 7) Continue to utilize data collected from SDWIC-IT, Management Evaluations and Nutrition Education and Marketing Plans to determine individual county needs for outreach and for more efficient and effective case management practices.

ELIGIBILITY/CERTIFICATION AND COORDINATION OF SERVICES

GOAL 10: TO ASSURE DETERMINATION OF ELIGIBILITY AND PROVISION OF BENEFITS ARE DELIVERED EFFICIENTLY, APPROPRIATELY, AND CONVENIENTLY TO THE PARTICIPANT AND TO ENHANCE COORDINATION OF ACTIVITIES WITH OTHER HEALTH SERVICES.

OBJECTIVE 10.1

By September 30, 2017, continue coordination and collaboration with other community-based health services and State/Federal agencies.

ACTIVITIES:

- 1) Continue to coordinate with the DOH Immunization program, Disease Prevention, and Department of Social Services to maintain or improve referrals between programs and for the health protection of the participants served.
- 2) Continue referral and eligibility coordination with Maternal and Child Health, Bright Start, Baby Care, Health KiCC, Newborn Metabolic Program, Family Planning and Head Start/Early Head Start. Continue to coordinate joint projects when possible.
- 3) Continue to coordinate services to obtain common goals with the Department of Health 2020 goals.

OBJECTIVE 10.2

By September 30, 2017, continue collaborative efforts between the Tribal Indian WIC Agencies, the six bordering states, and the SD WIC program.

ACTIVITIES:

- 1) Continue collaborative efforts in sharing information to detect and prevent dual participation.
- 2) Continue ongoing networking between these entities to enhance services to citizens of the state in overlapping areas that may include working together on special projects including WIC, ITO, and bordering states.
- 3) Continue to collaborate jointly on policies and procedures and implementation of new federal regulations.

OBJECTIVE 10.3

By September 30, 2017, continue to utilize/update current program misuse policies to ensure program integrity.

ACTIVITIES:

- 1) Continue to decrease misuse by summarizing the frequency and types of misuse being reported to look for patterns of misuse and train staff on specific misuse problems during Management Evaluations.
- 2) Continue to educate clients, staff & vendors regarding requirements of the program to deter fraud & abuse.
- 3) Manage client complaints/misuse through SDWIC-IT system.
- 4) Assure corrective action responses resulting from ME reviews are implemented by clinic staff and monitored by Regional Managers to assure continued compliance.

OBJECTIVE 10.4

By September 30, 2017, review policy and procedure with focus on eligibility, certification nutrition and breastfeeding policies to assure compliance with federal regulations.

ACTIVITIES:

- 1) Review current state policy and procedure against current federal regulations to assure full compliance with participant eligibility requirements.
- 2) Update SDWIC-IT system income eligibility section with additional edits to assure complete and accurate accounting of proof of income and income calculations.
- 3) Enhance policy and procedure in the areas of nutrition and breastfeeding to provide more clear and concise guidance.